

Disneyland

U.S.A.



Disneyland

TO ALL WHO COME TO THIS HAPPY PLACE
— WELCOME —

DISNEYLAND IS YOUR LAND.
HERE AGE RELIVES FOND MEMORIES
OF THE PAST...AND HERE YOUTH MAY SAVOR
THE CHALLENGE AND PROMISE OF THE FUTURE.

DISNEYLAND IS DEDICATED
TO THE IDEALS, THE DREAMS, AND THE HARD
FACTS THAT HAVE CREATED AMERICA...WITH THE
HOPE THAT IT WILL BE A SOURCE OF JOY
AND INSPIRATION TO ALL THE WORLD.

JULY 17, 1955

DISNEYLAND

More than 9 Million people, as of September 2, 1957, have experienced in Disneyland the promise contained in these words, written by Walt Disney and engraved on the Dedication Plaque in Disneyland's Town Square.

These 9 Million guests have come to Disneyland from all over the world: from each of the 48 states, United States Territories and 63 foreign nations.

They have come both as family units and as individuals, for Disneyland is a place to have fun; and with the fun it is a place where you can learn, a place which the family can enjoy together, and where there is something (or many things) for each individual member of the family.

This was Walt Disney's dream, now translated into the reality of a new entertainment industry — an industry with happiness and knowledge as its principle products. For Disneyland is, basically, a place for people to find happiness and knowledge.

THIS IS **DISNEYLAND**

Disneyland represents the creation of a completely new concept in family entertainment and attractions. Disneyland is based on America's great pioneer heritage, the wonder world of nature, the great scientific and technological advances which the future holds in store, and on storybook classics.

A new, unique and permanent creation, Disneyland incorporates 65 acres of diversified entertainment and a 115 acre parking area. It is composed of five main areas or "lands," each carrying out a central theme. These "lands" are pictured on the following pages.

A sixth area, Holidayland, was opened in June, 1957, to accommodate requests from large organizations, principally industry, for a special event area to hold picnics, parties and meetings. Holidayland contains grounds for athletic events, playground equipment, meeting areas, eating facilities and other specially designed features.

In addition to presently utilized acreage, Disneyland owns or has under lease approximately 100 acres.

Holidayland ●

Frontierland ●

Fantasyland ●

Adventureland ●

Tomorrowland ●

Main Street ●



DISNEYLAND history and design



Disneyland is a 20 year dream-come-true for its creator and chief architect, Walt Disney. It represents 20 years of dreaming, planning and finally building.

The transition from dream to reality began in 1953. At that time, circumstances connected with the advent of the "Disneyland" television program made Disneyland both practical and feasible.

The concept of Disneyland reflects Disney traditions initiated by Walt Disney and carried out by creative art directors, men who for years have been an integral part of these traditions.

When in 1953 the decision was finally made to build Disneyland, plans for such an undertaking were already established on the drawing boards of these art directors.

They did not merely create physical structures: they constructed an atmosphere and mood, through the design of each land, which contributes to the total environment—the promise contained in the Dedication Plaque cited earlier.

The fact that Walt Disney's name, through films, television, publications and music, has always been associated with wholesome family entertainment made it mandatory that only the outstanding, the exceptional and the unique be included in Disneyland. The national reputation and prominence of Disneyland today is a reflection that Disneyland has successfully incorporated these Disney attributes and characteristics.



COMING ATTRACTIONS

"COLUMBIA"

full rigged 3 masted sailing ship

NEW ORLEANS SQUARE

THIEVES MARKET

WAX MUSEUM

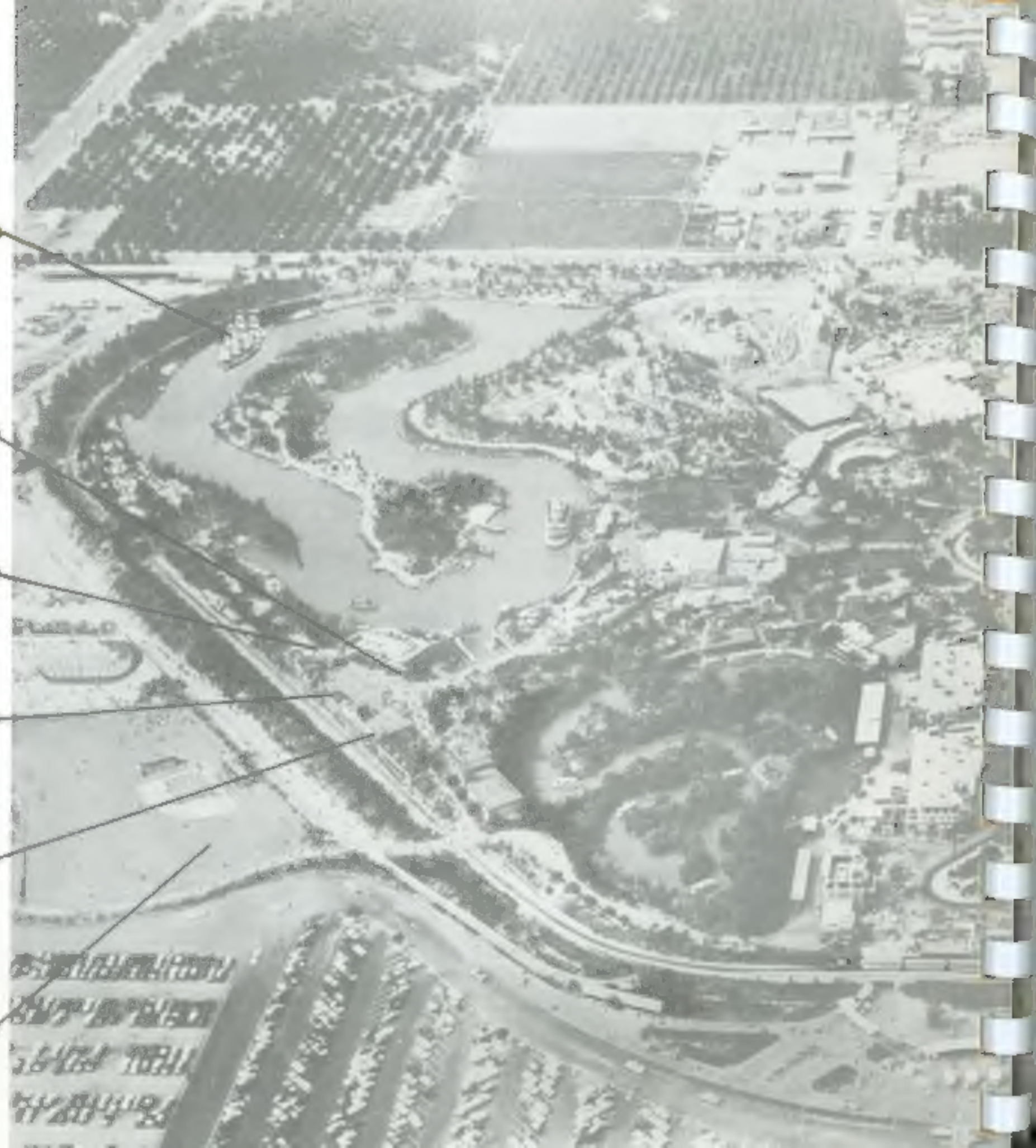
pirates of the Caribbean

THE HAUNTED HOUSE

*the world's largest collection
of ghosts*

HOLIDAYLAND

*special attractions and
industry activities*





COMING ATTRACTIONS

**ALICE IN
WONDERLAND**
fantasy ride

NAUTILUS
submarine ride

**ADVENTURES
IN SCIENCE**
*the Micro world, outer space,
the time machine*

EDISON SQUARE
yesterday, today & tomorrow

LIBERTY STREET
our American heritage

**GRAND CANYON
DIORAMA**
*on the Santa Fe &
Disneyland railroad*

MAJOR PROJECTS

Beyond these proposed additions, the three major projects now on the drawing boards at Walt Disney Productions are Edison Square, Science Land and Liberty Street. By their very nature—their close relationship with our American heritage, past, present and future—these projects are of particular interest to American industry. They are outlined in the following brief descriptions and graphic illustrations.

1. edison square

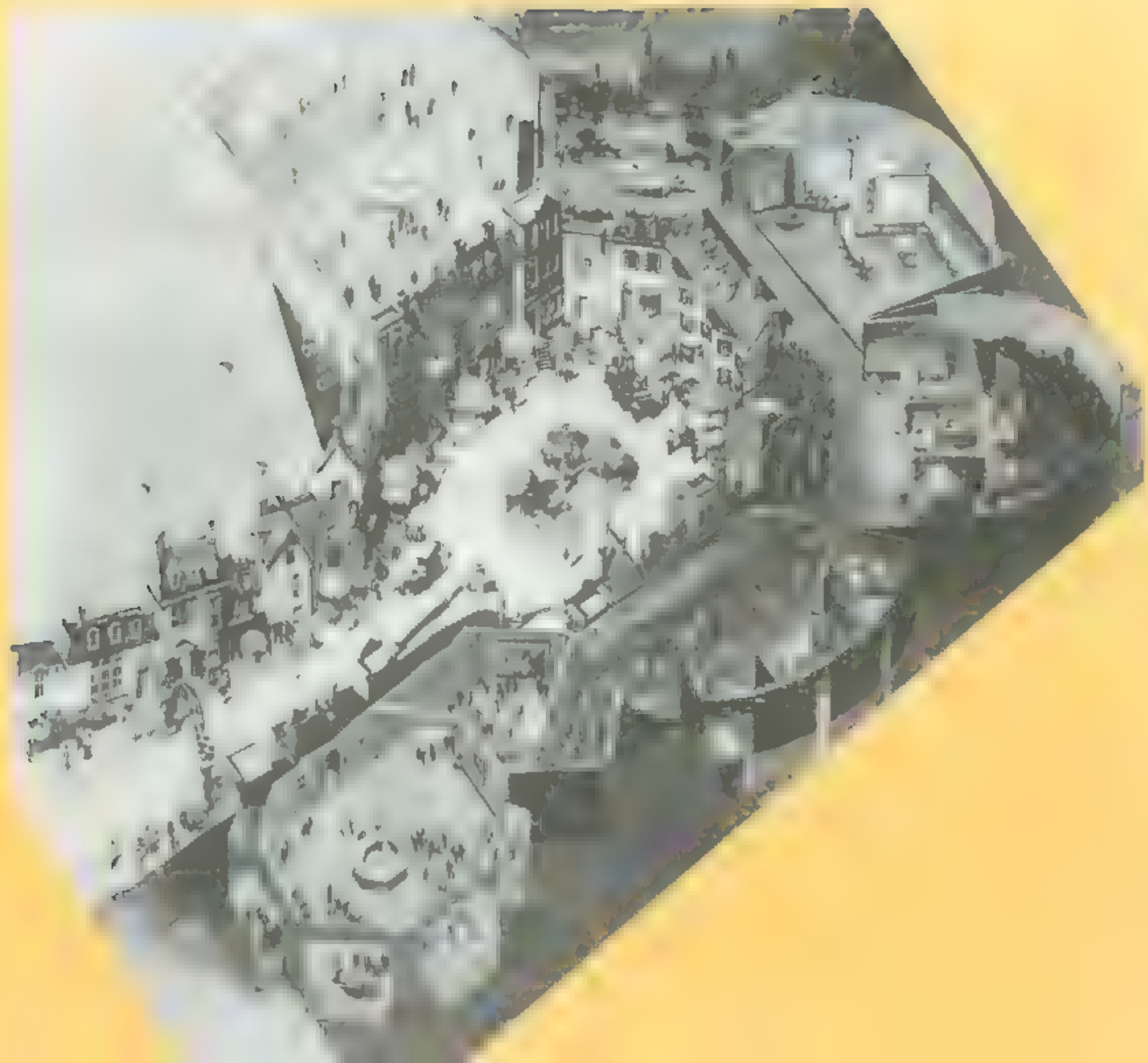
EDISON SQUARE in Disneyland will dramatically present the story of the way in which one invention by Thomas A. Edison has influenced the growth and development of America and the world.

The "40 Hour Watch" by Edison and his associates—their first success with the incandescent lamp—marked the beginning of a new era for mankind.

Edison Square is the story of that era: the birth, growth, development and future of electricity and electrical products.

It is the exciting story of electrical evolution. As such, Edison Square embodies the continuous way in which electricity, from its inception, has influenced and changed the lives of everyone, everywhere.

Through the dramatic presentations which will be incorporated into it, Edison Square will tell the significance of electricity in America's past history, present comforts and conveniences, and future evolution.



ADVENTURES IN SCIENCE is the result of Walt Disney's desire to interest the youth of America in mathematics, engineering and the sciences.

Walt believes that Disneyland, working with American Industry, can instill and stimulate interest in these fields by providing scientific adventures of a new concept at Disneyland.

These scientific factual attractions will educate in an entertaining way through the medium of amusement and a personal experience in the scientific wonders. Adventures in Science offers an unusual opportunity for institutional sponsors to tie their programs into presentations of a new dimension and scope in the realm of scientific education.





LIBERTY STREET is the result of a personal philosophy that Walt Disney has long shared with many other Americans.

It is a belief that we, as Americans, often fail to comprehend the tremendous significance of our heritage, as related to our personal lives and growth and prosperity of our country.

In Liberty Street, Walt Disney intends to excitingly dramatize the events of the Revolutionary War period and present them in such a way as to give us a better personal understanding and pride in our American way of life.

In essence, LIBERTY STREET will tell the story of our American heritage and its relationship to Freedom of Enterprise.

The prestige values inherent in Liberty Street's concept, design and educational-entertaining shows will provide a broad platform for institutional sponsors for use in advertising, public relations, merchandising, sales promotion and other related business activities. American business and industrial concerns participating in the sponsorship of this area will have inherent identity with the very cornerstone of our American life.

3. liberty street

9,000,000

Disneyland's Guests

ATTENDANCE

TOTAL CUMULATIVE 9,000,000 100%

ADULTS 18 YEARS OF AGE OR OVER	1,480,000	61%
TEENAGERS 13-17 YEARS	500,000	11.5%
CHILDREN UNDER 12 YEARS	7,020,000	27.5%

AGE

AVERAGE AGE MALE	37.4 YRS
AVERAGE AGE FEMALE	37.6 YRS

SEX

MALE	49.4%
FEMALE	50.6%

RESIDENCE

SOUTHERN CALIFORNIA	43%
NORTHERN CALIFORNIA	15
OUT OF STATE	42

OCCUPATION OF HEAD OF FAMILY

PROFESSIONAL	9%
WHITE COLLAR	35.7%
SKILLED CRAFTSMAN	32.9
UNSKILLED	1
RETIRED	6%
OTHER	14%

TRANSPORTATION TO DISNEYLAND

BY PRIVATE AUTOMOBILE	83.6%
BY PUBLIC TRANSPORTATION	16.4%

GUEST PARTICIPATION

AVERAGE HOURS AT DISNEYLAND	5.2 hrs.
AVERAGE NUMBER OF RIDES	7.5

AVERAGE PER CAPITA EXPENDITURES

PARKING ADMISSION RIDES SOUVENIRS	\$2.72
FOOD BEVERAGE	\$.87
MERCHANDISE	\$.88
TOTAL AVERAGE	\$4.49

GUEST RECOMMENDATION

WILL RECOMMEND TO RELATIVES AND FRIENDS	98%
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Attendance and related statistics for Disneyland reveal that since its opening in July, 1955, Walt Disney's Magic Kingdom has become the leading tourist and visitor attraction in the Western United States, if not the nation.

During its second year of operation, a total of 4,072,043 people visited Disneyland. As one comparative example, Disneyland attracted more visitors during this period than Yellowstone, Yosemite and Grand Canyon National Parks, which combined audience was 3,635,359.

In this same period, Disneyland attracted more than double the number of visitors to Great Smokey National Park in Tennessee, the nation's largest tourist visited National Park.

Disneyland maintains continuing research and analysis of its attendance and the participation of its patrons, utilizing a staff of trained personnel from its Public Opinion Research Department to accomplish this objective. The continuous growth of Disneyland and the expansion of patron participation are best expressed in the following charts:

GROWTH OF DISNEYLAND		OPENING DATE JULY 1955	YEAR ENDING AUGUST 1956 1957	
1	TOTAL GUESTS		3,675,000	4,205,000
2	TOTAL GUEST EXPENDITURES		\$15,160,000	\$18,860,000
3	LENGTH OF STAY BY GUESTS	3.5 hours	4.5 hours	5.2 hours
4	TOTAL INVESTMENT BY DISNEYLAND, INC. & LESSEES	\$15,300,000	\$19,400,000	\$22,950,000
5	NUMBER OF RIDE ATTRACTIONS	22	24	28
6	DAILY RIDE CAPACITY	120,000	150,000	300,000
7	TOTAL RIDES BY GUESTS		21,325,000	31,625,000
8	NET INCOME DISNEYLAND, INC.		\$711,000	\$1,036,000
9	TOTAL DISNEYLAND, INC. AND LESSEE EMPLOYEES	1,350	1,825	2,825



He has been personally active and successful in a business enterprise for the past 15 years. A part of part of his varied experience is national and international association with all these activities.

He also is the direct supervisor of the World Dances, the prestige and popularity of which has made his name and his business known to the whole world. He has performed his duties in the following examples shown the scope of the various Dances commencing with the audiences around the world.

A IN THE UNITED STATES

1. **Disney Television** Based on average Nielson ratings over a 52 week period, the "Disneyland" show reaches 35 million people per week, and the "Mickey Mouse Club" is viewed by 15 million people five days per week. A third television show "Zorro" will be launched in October, 1957.
2. **Disney Theatrical Films** An audience of 65 million per year for 35mm films, and an additional 6 million yearly for 16mm films.
3. **Disney Records** Sales of 8 million per year.
4. **Disney Books and Magazines** Sales of 103 million separate pieces per year.
5. **Disney Comic Strips.** Five daily black and white features and five Sunday color pages appear weekly in over 1,000 of the world's leading newspapers. The combined American circulation alone is estimated at 96 million per week.
6. **Disney Licensed and Merchandised Products.** Account for over \$100 million yearly in retail sales.

B IN FOREIGN MARKETS

1. **Disney Television.** A Disney late in the development of foreign television. The Disney programs are represented in Canada, Australia, Mexico, U. S. de Chile, Puerto Rico, Venezuela, Ecuador, Guatemala, Belgium, Switzer and the German. Among the sponsors in these foreign markets are General Motors, Republic, Metro, National Biscuit Co., Procter and Gamble, Swift and Co., Eastman Kodak and General Electric. Foreign television has not yet developed accurate means of audience measurement.
2. **Disney Theatrical Films.** An audience of 75 million per year.
3. **Disney Records.** Sales of 3 million per year.
4. **Disney Books and Magazines.** Sales of more than 88 million separate pieces yearly.
5. **Disney Comic Strips.** Combined circulation of foreign newspapers which carry the ten Walt Disney newspaper comics is estimated at 50 million per week.
6. **Disney Licensed and Merchandised Products.** Account for over \$50 million yearly in retail sales.

It is impossible to give an exact measurement or set specific standards for the values of this Disney association. Yet it is recognized that the Disney appeals have crossed all language barriers and are accepted in homes throughout the world.



MEAD JOHNSON AND COMPANY
 GIBSON ART COMPANY
 THE FRITO COMPANY
 KAISER ALUMINUM & CHEMICAL CO
 SWIFT & COMPANY
 COCA COLA COMPANY
 AMERICAN DAIRY ASSOCIATION
 GENERAL MILLS
 (Pillsbury Ready to Bake Division)
 RICHFIELD OIL COMPANY
 PENDLETON WOOLEN MILLS
 U.S. TIME CORPORATION
 YALE & TOWNE MFG. CO
 EASTMAN KODAK COMPANY





A cross-section of American industry is represented in Disneyland. Each of these companies exposes its institutional advertising and public relations message to Disneyland guests through various forms of participating exhibits and displays. In each case, the exhibit is related to the theme of the "land" in which it is located, and is woven into the overall concepts and themes of Disneyland.

The national sponsors, their participation and location in Disneyland are shown here and on the following pages.

CRANE COMPANY

MC RANDE COMPANY OF
NORTH AMERICA

SANTA FE RAILWAY COMPANY

NATIONAL LEAF COMPANY

MONTGOMERY CHEMICAL COMPANY

VAN CAMP TEA FOOD COMPANY

THE R. C. LEE & BROTHER CO

THE H. P. JOHN COMPANY



GLAXO COMPANY

PEPSICO COMPANY

ARMOUR COMPANY

TRANS-AMERICAN

BANK OF AMERICA

BETHLEHEM STEEL CO



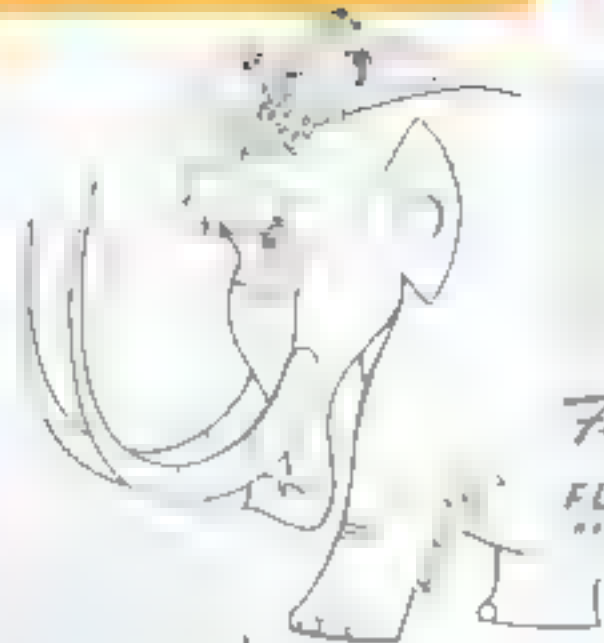


WELCH GRAPE JUICE COMPANY
WESTERN PRINTING & LITHO. COMPANY



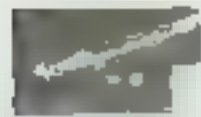


It's **Fun to Fly**
TO
Disneyland
in a world proven
LAURENCE



Fly the Finest
FLY TWA
HERE BUT DARE NOT

Kaiser Aluminum
WORKS ITS WONDER AT **Disneyland**



Disneyland

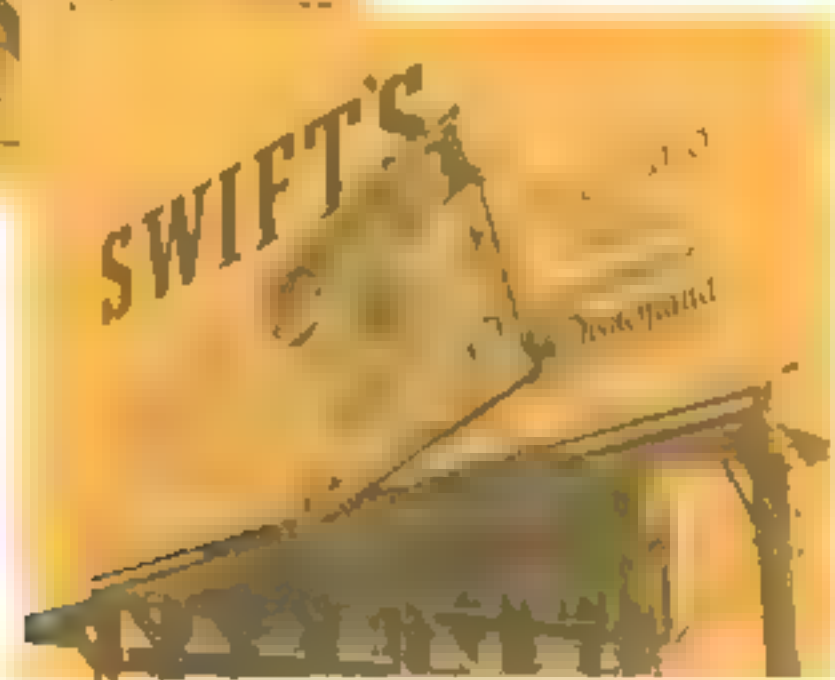
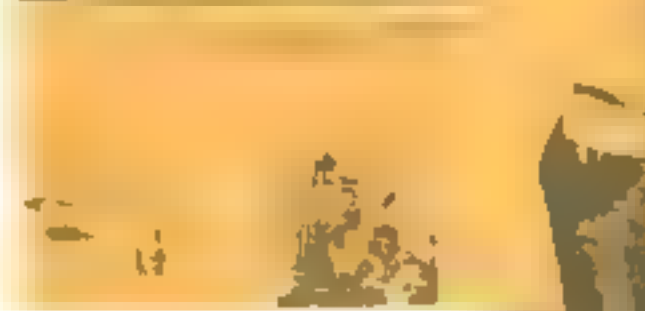
"The World Beneath us"
the **RICHFIELD** show in **Disneyland**



June's best buys are Dairy Foods!



Book of America



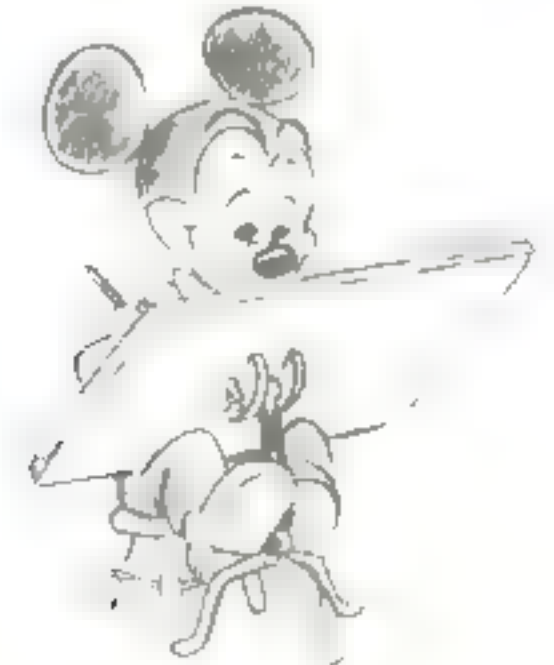
Participation programs by national sponsors utilizing Disneyland represent one of the most important values inherent with participation in Disneyland.

The possibilities for a sponsor to capitalize on this association include merchandising, sales promotion, advertising, public relations and publicity programs are almost limitless.

Regardless of the type of product, goods or services manufactured and marketed by sponsors, the Disneyland association can be effectively and importantly translated into the sponsor's promotional activities.

These pages contain graphic illustrations of some of the ways in which Disneyland participants have used the Disneyland theme in promotional activities, adapting this theme to a wide range of products and services.

Looking toward the future, Disneyland continues its never ending search for the new and unusual. Major planning and programming are centered around this basic concept with the following principle goals and objectives:

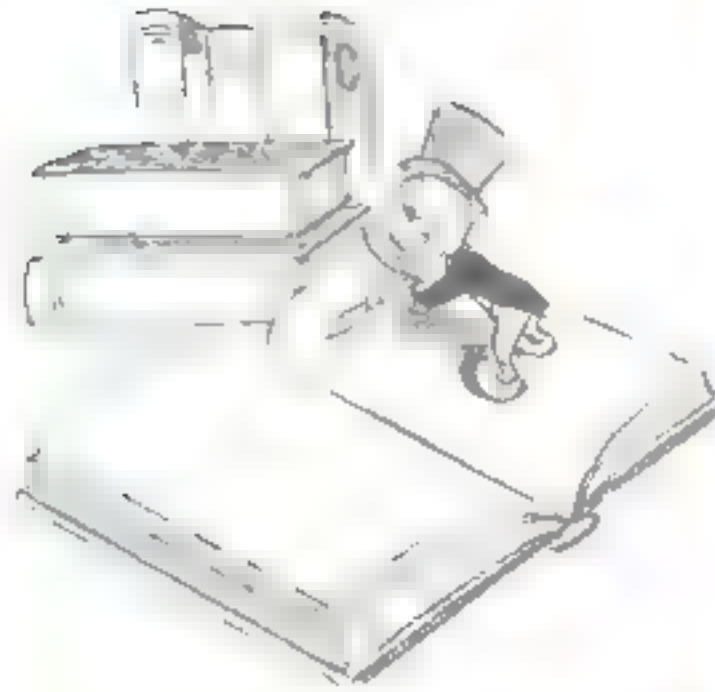


Protection of Disneyland property and investment by assisting in the development of periphery land.

Building solid business and financial foundations, with continuing improvement in balance sheet and financial position

Promotional developments directed toward expanded national institutional sponsorship and participation.

These programs are constantly being reviewed and developed by the Disneyland management, in cooperation and with assistance from the over-all Disney organization.



4

Upgrading levels of service, quality, values, public convenience, safety and protection.

5

Research and analysis to develop new ways and means to enhance and solidify Disneyland's position as the number one tourist attraction in the nation.

Continuing change in the make-up of attractions, exhibits and shows keeps Disneyland always new, fresh and different. Illustrated on the following pages is an overall view of Disneyland, showing planned additions and their proposed locations.



management and policy

Disneyland was incorporated in the State of California on December 5, 1952. Walt Disney Productions own 65.5% of the outstanding capital stock.

Although Disneyland is administered and operated by its own separate management, it is closely related to Walt Disney Productions and WED Enterprises, Inc.

Walt Disney Productions makes available to the management of Disneyland legal, tax, financial and administrative assistance, while Disneyland calls upon WED Enterprises, the creative arm of Disney endeavors, for design, art direction, special talents, services and effects.

Thus, while Disneyland Inc. is a separate entity, corporate control, managerial policy and creative guidance are centralized.

The concept of Disneyland as an original, unique form of entertainment is maintained by the following principles of the company:

- Only outstanding, new and different attractions, shows and exhibits are presented to the public.
- Disneyland seeks only companies of stature and significance as institutional sponsors. The presentation of an institutional participant must carry out the theme of the area in which it is located. The attraction or exhibit must be just what the area is intended to convey for the public's enjoyment.
- A continuous search is maintained to find and bring to Disneyland this kind of outstanding attraction and company. These high standards assure both Disneyland and institutional sponsors of lasting impact and impression, reflecting not only upon Disneyland, but upon the individual sponsor as well.
- It is never intended that the existing attraction, show and exhibits of Disneyland end. A continuous search by every means of presentation or new, fresh ideas which would enable Disneyland to preserve this concept of original entertainment.



A number of other operating policies which maintain these high standards follows:

The highest degree of courtesy and service is maintained through an intensive indoctrination and training program for employees. Friendliness and courtesy of personnel have earned Disneyland highly favorable comment from guests and have created lasting impressions.

Immaculate cleanliness is maintained throughout Disneyland on a continuing basis and by means of an intensive rehabilitation program.

Disneyland employees are carefully selected for proper personality and appearance. The majority of full-time employees select the highest possible level of education and career for the security of steady, well-paid careers.

Disneyland employees are properly dressed for the occasion of each "land." By this means, the dress of employees is maintained and carries out the atmosphere of each "land."

No alcoholic beverage is sold in Disneyland, no publicity may be photographed or disseminated which does not reflect the wholesome environment of Disneyland.

All buildings maintain automatic sprinkling systems and fire extinguishers. In addition, heavily maintained fire department is the ground, headed by a safety engineer.

And first aid facilities are available throughout Disneyland for public protection.

Seating areas are placed for the convenience and comfort of guests.

Maximum protection is maintained against the elements.

Through these policies, the original concept of atmosphere and environment which is so important to Disneyland and its owners and institutional lessee are preserved.



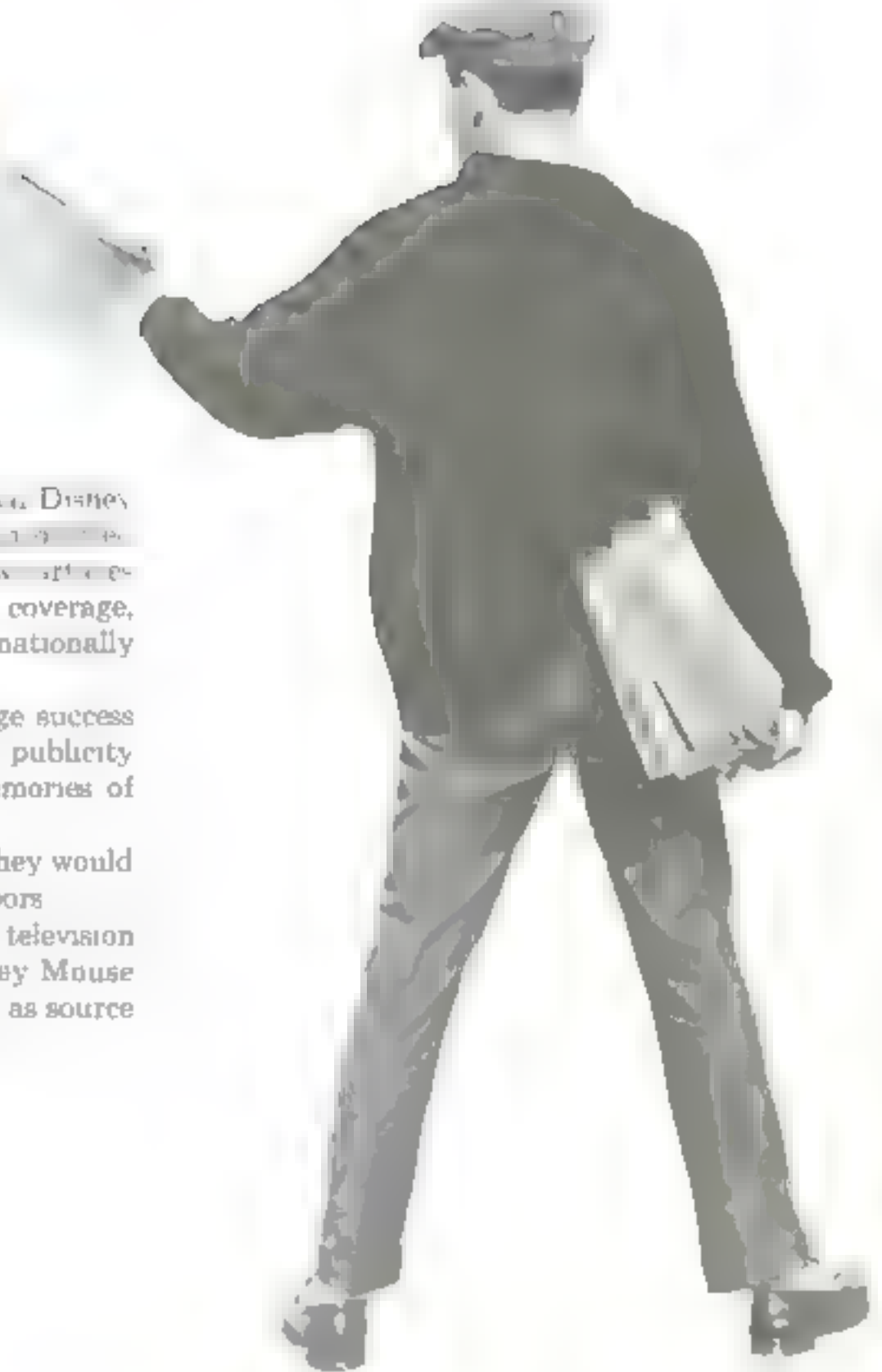
NEWS

The two newspapers of Disneyland are the various Disney stories that have been the subject of a large number of newspaper feature stories. In addition, the various news stories in the press and magazines, to radio and television coverage, thus publicity has taken every form of expression, nationally and internationally.

Most important of all in the continued long-range success of Disneyland is the wide-spread "word-of-mouth" publicity brought about by the enthusiasm and happy memories of Disneyland guests.

Better than 98% have responded to surveys that they would "recommend" Disneyland to their friends and neighbors.

Disneyland benefits immeasurably from the vast television audiences that "Disneyland T.V." and the "Mickey Mouse Club" command. These programs utilize Disneyland as source material for entertainment and educational ideas.



Disneyland



LOCATION

Disneyland is located in Anaheim, California, 25 miles south of Los Angeles, 40 miles from the Newport Harbor area on the Pacific Ocean coastline. It is accessible from any part of Southern California by the network of Freeways. The Main Entrance is situated adjacent to the Santa Ana Freeway, a main artery of the Southern California Freeway system and a connecting link with principal national and state highways.

Southern California's major transportation firms have established regular service directly to Disneyland's gates from throughout Southern California. Los Angeles Metropolitan Coach Lines, Tanner Gray Line Motor Tours, Los Angeles Airways helicopter service and local bus companies all operate regular daily schedules to Disneyland all year 'round.

Highlighting the numerous hotel and motel accommodations which have been built in the vicinity of Disneyland since its opening is the 204 room Disneyland Hotel. Located on a 30-acre site across the street from Disneyland's main exit, the Disneyland Hotel's facilities include the Gourmet Restaurants, Coffee Shop and Cocktail Lounge, a complete shopping arcade, an Olympic-size swimming pool and a diversified children's play area. The Disneyland Hotel is one of 12 hotels and motels constructed nearby Disneyland since its opening in July, 1955.

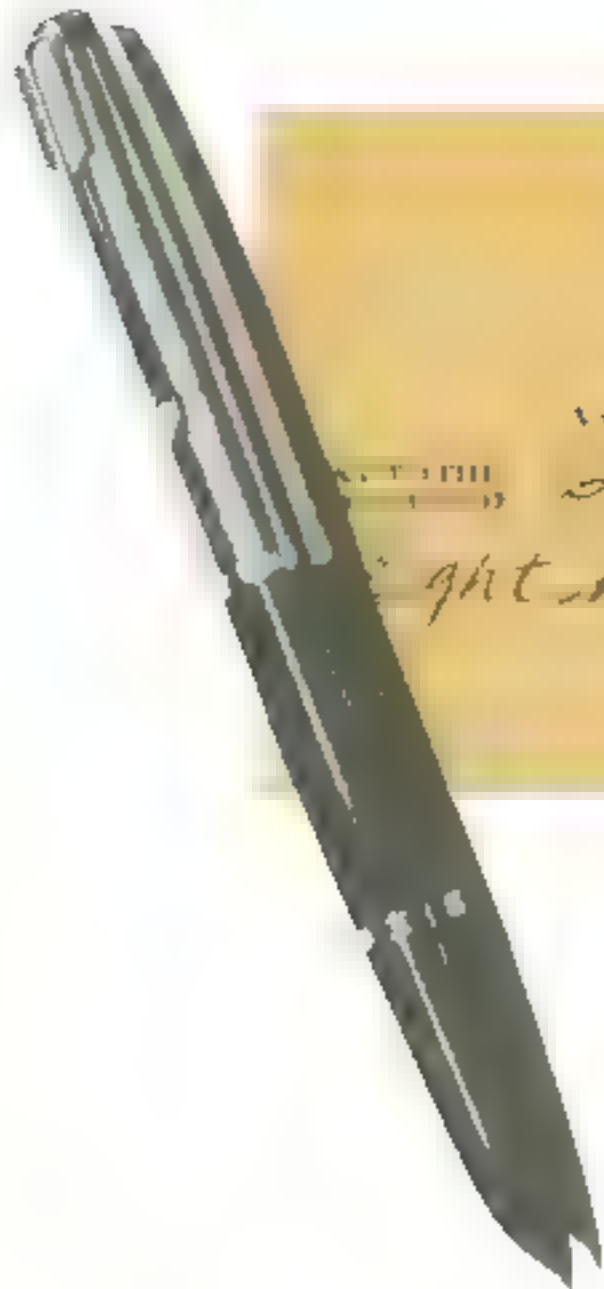


SELECTION OF SITE

Selection of this location for Disneyland was the result of exhaustive and thorough research and analysis of economic and population forecasts and projections. This study was administered by Stanford Research Institute.

Major factors in the selection of this site were:

- The projection of Anaheim as the near center of the forecasted Metropolitan Los Angeles population. Trends in population shifts and growth reveal that the population center is moving in a southeasternly direction from Los Angeles.
- Sufficient land is available for present and future growth.
- Continued expansion of the Freeway System has made Anaheim accessible to the greatest majority of Southern California residents.
- The location is accessible to the principle transcontinental highways carrying the major portion of out-of-state visitors into Southern California.
- The favorable mildness of Anaheim's climate, which is several degrees warmer in Winter, several degrees cooler in Summer, and has less rainfall than other areas in Southern California.



DISNEYLAND BRANCH No. /

Bank of America
NATIONAL TRUST & SAVINGS ASSOCIATION
100 WALL STREET, NEW YORK 6, N.Y.

90-1673
1222

DATE 11 / 1 / 57

TO THE ORDER OF State of California \$800,000^{XX}
Eight hundred million ^{XX}00 DOLLARS

American Tourists

Disneyland is closely related to today's economy — and its standards of living, work-week and higher incomes.

Growth of the leisure market has been one of the most significant developments in the American economy in the past ten years. Technological advances and improved social conditions mean that more people have more free time — and more money to spend during that free time.

This expanding leisure market is the target of almost every consumer-directed business. It is estimated that this leisure market has already reached \$30 to \$40 Billion yearly.

In addition to the stature of this national leisure market, California ranks at the top nationally in attracting the tourist and recreation seeker. Nearly five million (4,978,000) visitors entered California during 1956.

During 1957, tourists (excluding California residents) will spend more than \$800 million in the State. Californians themselves are habitually travel-minded within the State, accustomed to travelling long distances to work or for recreation pleasures.

Disneyland enjoys a unique position in this leisure and recreation market. Its appeals are many faceted. At one and the same time, Disneyland is entertaining and educational, amusing and scientifically factual, historical and futuristic. It is also a showplace, a conversation piece—"a city from the Arabian Nights." As such, Disneyland is a place where people enjoy the "togetherness" of family recreation and fun, actually experiencing and taking part in a multitude of adventures.

A typical example of the broad nature of Disneyland's appeal to all audiences is the "Date Nite at Disneyland" teenager program, one of a series of specialized group participation programs dealing with industry, church, school and youth groups. The teenager "Date Nites" brought this comment from a Los Angeles metropolitan newspaper: "College age or high school, their wholehearted trouble-free response has proved that this was just what they were looking for—plenty of room, infinite variety, minimum cost and the complete absence of liquor. Wholesome may be a word frowned on by teenagers, but we can't think of a better one."

Based on the latest statistics, all forecasts indicate continued expansion of this leisure market. Disneyland is prepared and is expanding with the growth of this market.

Expanding Western economy is the subject of national interest and attention. Current projections indicate the population of California alone will reach 23 million by 1975.

Many national companies have strengthened their position in the expanding Western market. Disneyland offers exceptional opportunities for national institutional sponsors to identify themselves with this Western growth.







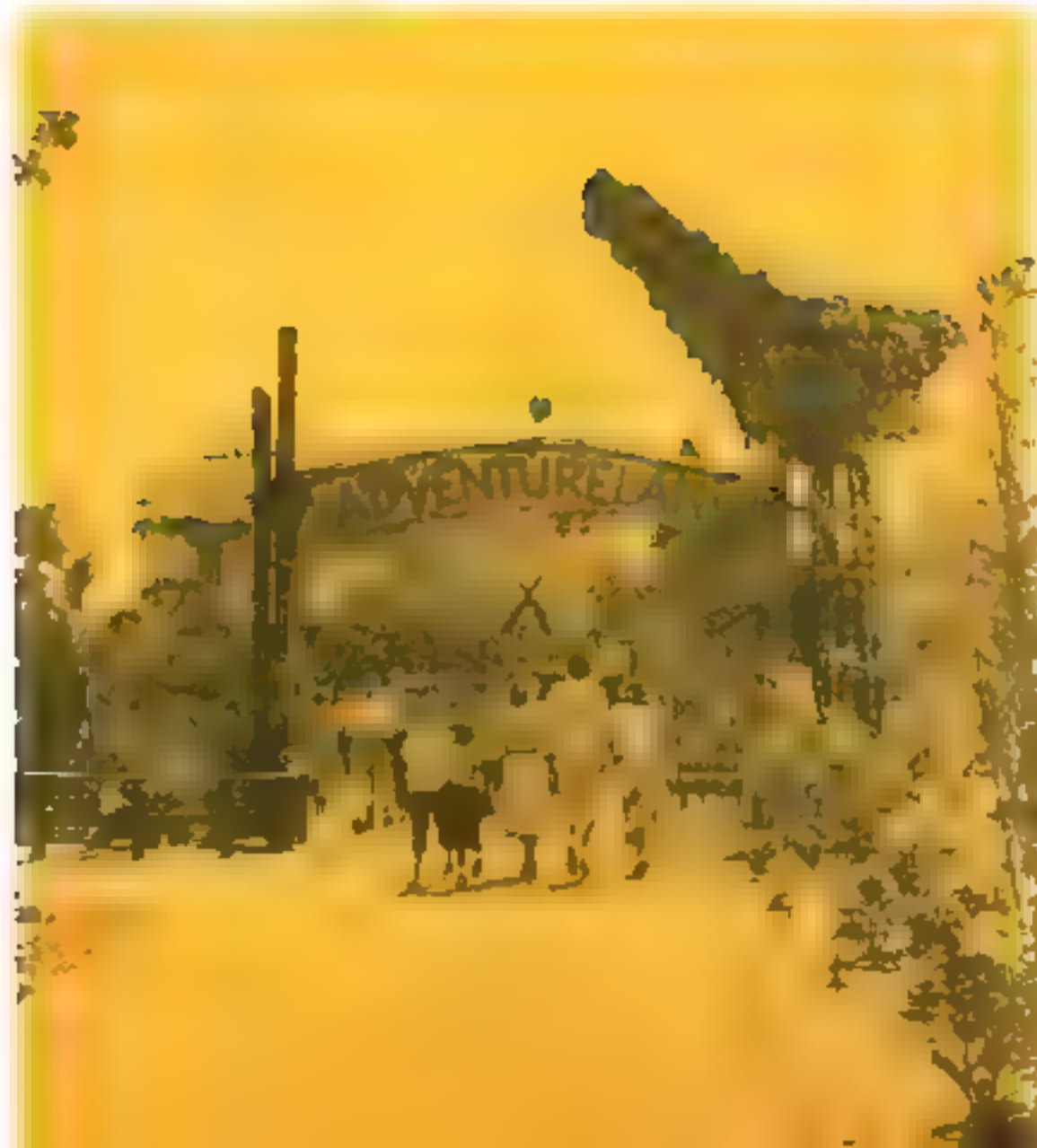
main street

*Main St., U.S.A. is America
at the turn of the century—
the crossroads of an era.*

*—the gas lamp and the electric
lamp —the horse-drawn car and
the auto car.*

*Main St. is everyone's hometown.
—the heartline of America—*

adventureland

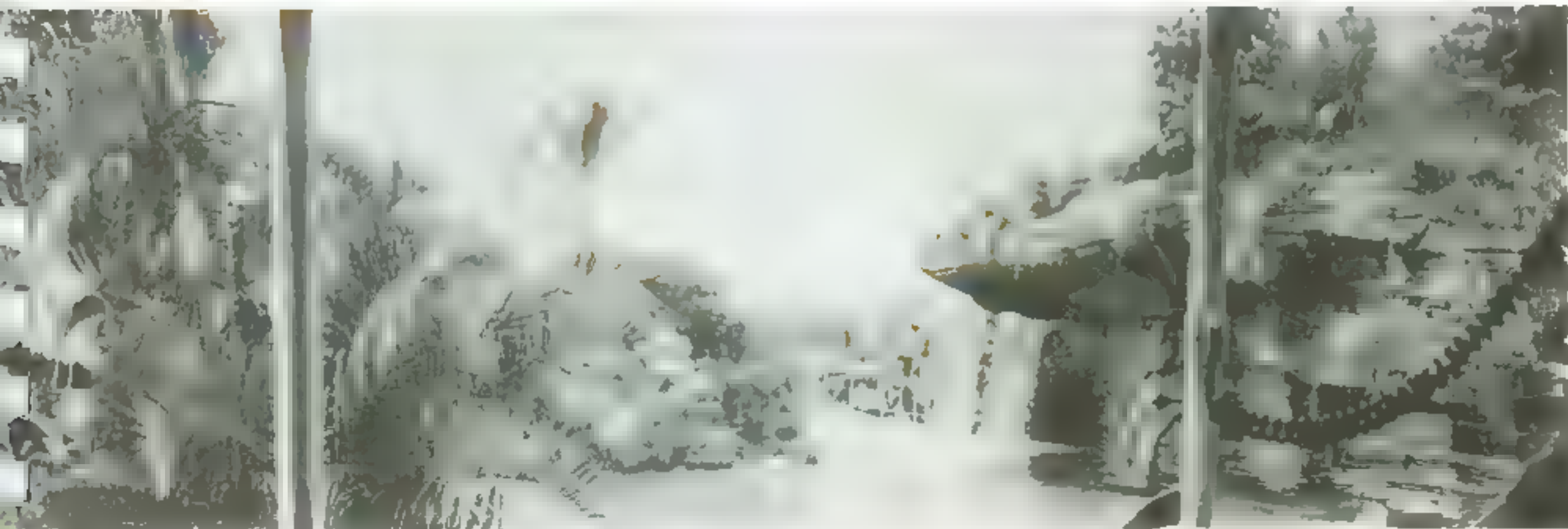
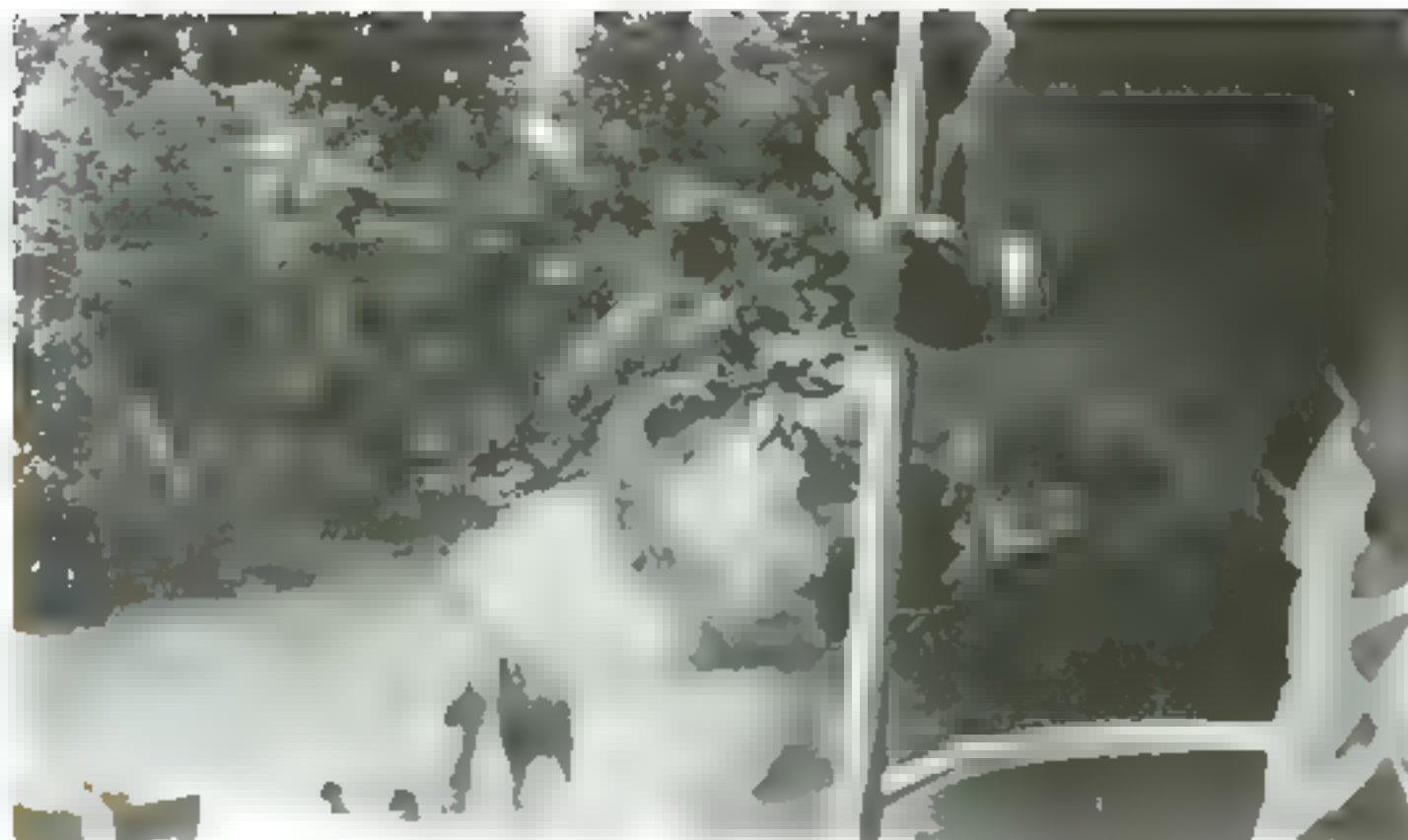


*Here is adventure. Here is
romance. Here is mystery.
Tropical rivers—silently
flowing into the unknown.*

*The unbelievable splendor
of exotic flowers...the
eerie sounds of the jungle
...with eyes that are
always watching.*

This is adventureland.



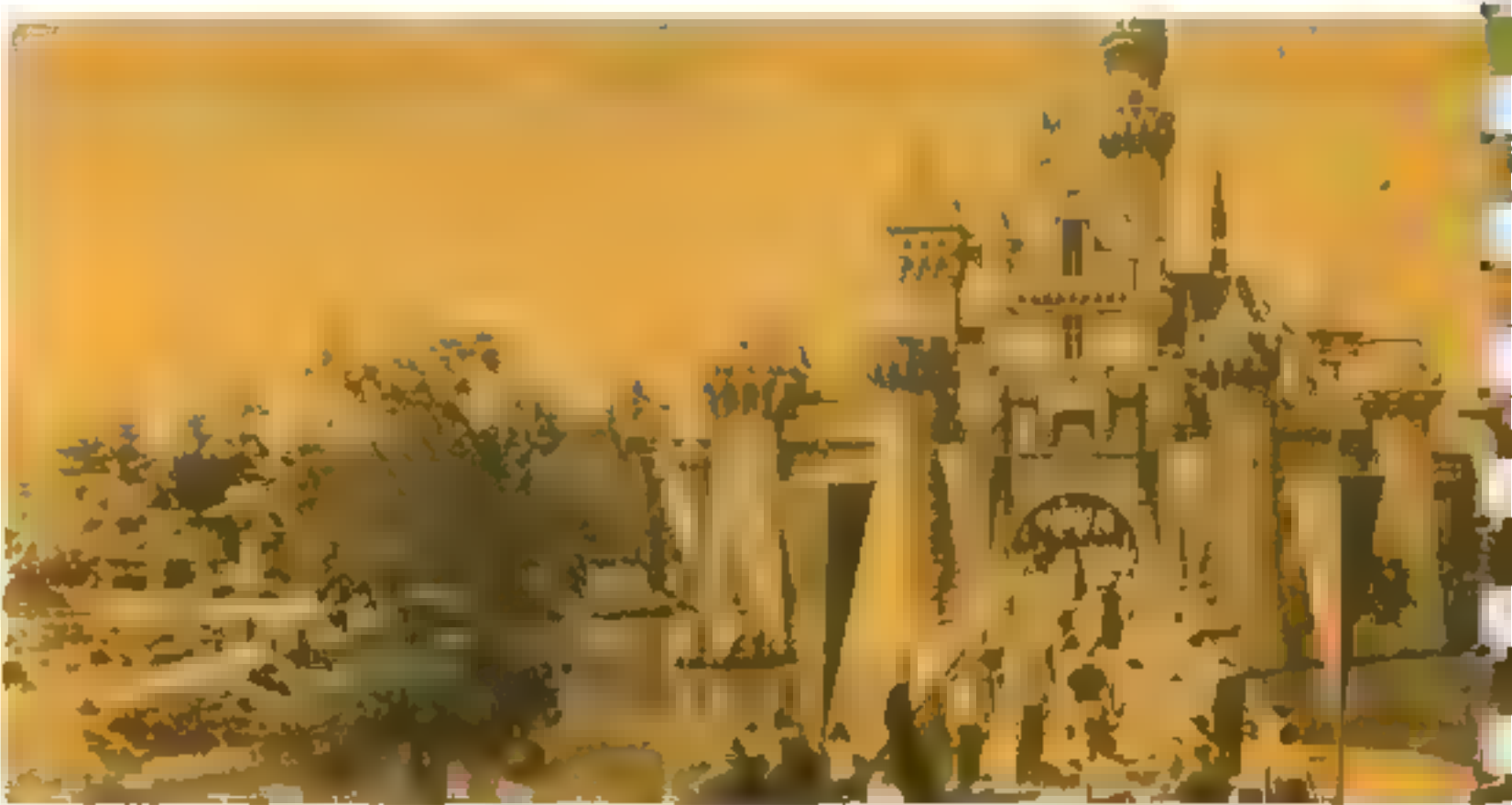




*Here we experience the story
of our Country's past...
the colorful drama of Frontier
America in the exciting days
of the covered wagon and the
stage coach...the advent
of the railroad...and the
romantic riverboat.*

*Frontierland is a tribute to
the faith, courage and ingenuity
of the pioneers who blazed the
trails across America.*





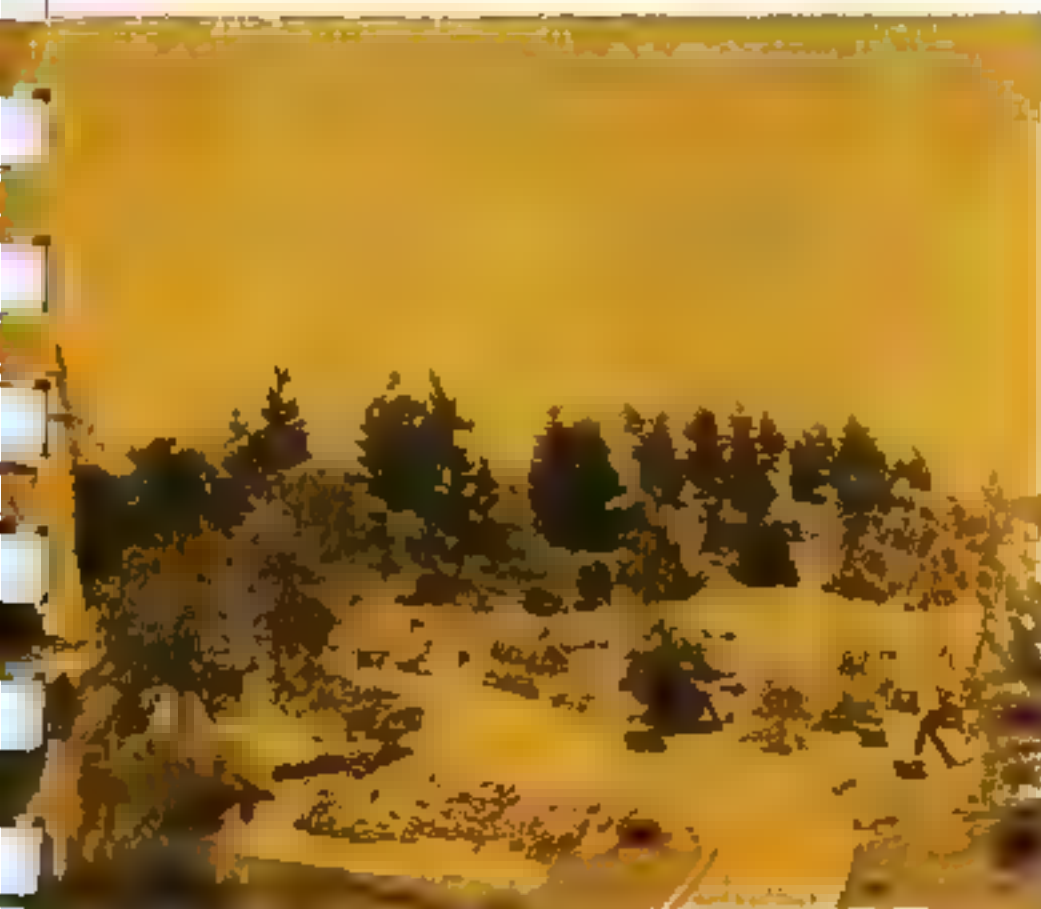


Fantasyland



*Here is the world of imagination
hopes and dreams. In this
timeless land of enchantment the
age of chivalry, magic and make
believe are reborn—and
fairy tales come true.*

*Fantasyland is dedicated to the
young-in-heart—to those
who believe that when you wish
upon a star, your dreams come true.*





tomorrowland



*A vista into a world of wondrous
ideas, signifying man's achievements...
a step into the future, with predictions
of constructive things to come.*

*Tomorrow offers new frontiers in
science, adventure and ideals: The
Atomic Age...the challenge of
outer space...and the hope for
a peaceful and unified world.*



DISNEYLAND'S AUDIENCE,
ENVIRONMENT AND
ATMOSPHERE



Disneyland's emphasis on audience participation in the attractions means that a visit to Disneyland is a personal experience for guests, as contrasted to the mass impression of other media. Disneyland's patron is, thus, a qualitative one.

Disneyland's atmosphere is unique. Once visitors enter Disneyland's gates, they leave the world of reality behind. Everyday problems and situations are left outside; they enter a dream-world of imagination, a mixture of fantasy, history and adventure, a preview of tomorrow and trip back into yesterday. In this environment, visitors are more susceptible to the message of institutional sponsors. They come to be entertained, to participate and to experience.

The institutional sponsor inherits this unique audience and atmosphere. His display and message is presented to an audience prepared for fun and learning, in a mood to enjoy themselves, to be impressed, and to carry away with them lasting impressions and memories. From their first step inside of Walt Disney's Magic Kingdom, visitors are immediately part of the mood, the exciting feeling that each section of Disneyland is designed to portray.

In Disneyland's environment, new, lasting impressions are created for the institutional participant. An entirely new set of circumstances and arrangements have been added to the message of institutional sponsors.

Impression and remembrance factors are thus the results of the overall atmosphere of Disneyland, and of the personal experience of a qualitative audience.



summary

Walt Disney has said: *"Disneyland will never be completed. It will continue to grow, always adding new things to provide its visitors with exceptional and entertaining attractions."*

These words by its creator sum up the concepts of Disneyland—past, present and future objectives which provide the broad platform upon which Disneyland came into being and upon which it has grown.

